

Protect your Ford engine from this abuse

CARRYING you there and back on long, fast trips, doing errands all about town, that resists heat. (See the two always on the job—that's your

Ford when you treat it fairly. The Ford has a remarkable engine, compact and finely made. When overheating, ex-cess carbon, pounding bearings tax temper and pocket book, it is nine chances to ene that you have been using inferior oil.

Under the intense heat of the engine-200° to 1000° F. -ordinary oil forms great quantities of black sediment. Sediment has no lubricating value. It causes premature wear which will cut the life of your engine in two.

You can eliminate engine trouble from this source.

you use Veedol, the lubricant that resists heat. (See the two bottles below.)

Have your engine flushed out to cleanse it of grit, sodiment and thickened oil. Put in Veedol. Leading dealers have it in stock. Ask today for a supply of Veedel.

Veedal lubricants for every part of the car

Use Veedol Lubricants for all parts of the car: VEEDOL for the engine; (light zero, medium, heavy, special heavy, extra heavy); for the dif. ferential and transmission, **VEEDOLTRANS-GEAR OIL** or GEAR COMPOUND; for the tractor and truck, WORM DRIVE OIL; GRAPHITE GREASE: CUP GREASE.

TIDE WATER OIL

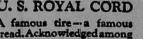
Sales Corporation

11 Broadway New York City Telephone, Bowling Green 8000 Ask for Mr. Quina Distributed to dealers from the following stations:

48th St. & North River, N. Y. City Greenpoint Ave. & Newtown Creek, L. I. City Westbury, L. I. Yonkers, N. Y.

Bayonne, N. J. Dundee Lake, N. J.









The Tire Situation Right Now

WITHIN the next 24 hours American car owners will buy around \$2,000,000 worth of tires.

People will say that here's another picture of American buying power.

Forgetting, perhaps, that the thinking power of the average citizen is the thing to be dealt with today.

Spectacular money and runaway expense don't go with him any more.

When he sets out to buy a tire he is not interested in big sales figures, but in the one individual tire he is getting here and now.

There is a movement among tire-dealers to make tire-economy a reality to the car owner.

These dealers are handling nothing but United States Tires. Gearing-up to meet the new thrift-times.

A customer comes in and asks for, let's say, a 35 x 5 Royal Cord. His size is in stock. No waiting. No being talked into a "secondchoice" make or a "job-lot".

Open good faith on both sides of the deal.

And the purchaser goes away with a fresh live tire of current manufacture.

All this is economy and service.

kind of economy and service. There are thousands of dealers

right now who are concentrating

And there isn't any other

on United States Tires. Thousands more are getting

ready to do the same thing. They believe in U. S. quality, in the U.S. square policies—to the full extent that they put their whole personal investment behind

what U. S. stands for. It is a pleasure to say that these tire men are laying the corner-stone for a tire service far ahead of anything the motorist has ever known before.

Go where you find the U.S. Sign and sec.

United States Tires United States (Rubber Company

Tire Branch, Broadway at 58th Street

